

U.S. Fish & Wildlife Service

Alligator River/Pea Island National Wildlife Refuge
P. O. Box 1969
Manteo, North Carolina 27954

Contact: Bonnie Strawser - 252-473-1131



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News Release

September 11, 2007

The NC Birding Trail announces a Birder Friendly Business and Birder Friendly Community training program to be held at the Kill Devil Hills Town Hall, Kill Devil Hills, NC, on October 18, 2007.

Designed for businesses and communities near the birding trail, this training will provide tools and information to market your business and community to birders as they travel the NC Birding Trail. When the Trail is completed, visiting birders and nature-based tourists will be traveling to all corners of the state. This program will provide information on special needs for this niche market, as well as specific suggestions and ways to reach the market. Training topics include: birders as clients, enhancing your business and community for birders, hospitality and etiquette, birding basics, and conservation practices.

Please read the attached invitation for all the specifics. If you are unable to attend this training but are interested in organizing a future training session for your area, please contact the NC Birding Trail at info@ncbirdingtrail.org. Please note, the registration deadline for this training is October 12.

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